

# Psychology & Marketing

## Volume Contents for Volume 19, 2002

### Volume 19 Issue 1 January 2002

- 1 Make My Memory: How Advertising Can Change Our Memories of the Past  
*Kathryn A. Braun, Rhiannon Ellis, and Elizabeth F. Loftus*
- 25 A New Full-Nest Classification Approach  
*Charles M. Schaninger and Dong Hwan Lee*
- 59 Buying Group Choice: The Effect of Individual Group Member's Prior Decision Frame  
*James E. Stoddard and Edward F. Fern*
- 91 What If Your Dentist Looked Like Tom Cruise? Applying the Match-Up Hypothesis to a Service Encounter  
*Stephen K. Koernig and Albert L. Page*
- 111 Book Review  
*Harri Luomala*

### Volume 19 Issue 2 February 2002

- 121 Guest Editorial: Anticonsumption Attitudes  
*Stephen Zavestoski*
- 127 Consumer Resistance in a World of Advertising Clutter: The Case of Adbusters  
*Joseph D. Rumbo*
- 149 The Social-Psychological Bases of Anticonsumption Attitudes  
*Stephen Zavestoski*
- 167 Voluntary Simplicity and the Ethics of Consumption  
*Deirdre Shaw and Terry Newholm*

- 187 Understanding Voluntary Simplifiers  
*Margaret Craig-Lees and Constance Hill*
- 211 Get Real!: Cultural Relevance and Resistance to the Mediated Feminine Ideal  
*Lisa Duke*

**Volume 19 Issue 3 March 2002**

- 235 Social Identity as a Useful Perspective for Self-Concept-based Consumer Research  
*Americus Reed II*
- 267 Understanding Complaining Responses through Consumers' Self-Consciousness Disposition  
*Marie Marquis and Pierre Filiatrault*
- 293 The Influence of Topic Involvement on Mail-Survey Response Behavior  
*Patrick Van Kenhove, Katrien Wijnen, and Kristof De Wulf*
- 303 Determinants of Mail-Survey Response: Survey Design Factors and Respondent Factors  
*James G. Helgeson, Kevin E. Voss, and Willbann D. Terpening*

**Volume 19 Issue 4 April 2002**

- 329 When Buyers Also Sell: The Implications of Pricing Policies for Customer Satisfaction  
*Wayne D. Hoyer, Andreas Herrmann, and Frank Huber*
- 357 Cross-Group Comparisons: A Cautionary Note  
*Boonghee Yoo*
- 369 Children's Relationships with Brands: "True Love" or "One-Night" Stand?  
*Mindy F. Ji*

**Volume 19 Issue 5 May 2002**

- 389 Materialism as an Attempt to Cope with Uncertainty  
*LinChiat Chang and Robert M. Arkin*
- 407 Investigating Interactive Effects in the Theory of Planned Behavior in a Service-Provider Switching Context  
*Harvir S. Bansal and Shirley F. Taylor*
- 427 Sex, Spies and Celluloid: Movie Content Preference, Choice, and Involvement  
*Francine V. Garlin and Robyn L. McGuigan*

**Volume 19 Issue 6 June 2002**

- 447 Consumer Knowledge Structures: Background Issues and Introduction  
*Robert Lawson*
- 457 Uncovering the Cognitive Duality of Bilinguals through Word Association  
*David Luna and Laura A. Peracchio*
- 477 Mapping Consumers' Mental Models with ZMET  
*Glenn L. Christensen and Jerry C. Olson*
- 503 Categorization Bases and Their Influence on Product Category Knowledge Structures  
*José Antonio Rosa and Joseph F. Porac*
- 533 "So That's What That Is": Examining the Impact of Analogy on Consumers' Knowledge Development for Really New Products  
*Jennifer Gregan-Paxton, Jonathan D. Hibbard, Frédéric F. Brunel, and Pablo Azar*
- 551 The Role of Price Knowledge in Consumer Product Knowledge Structures  
*Robert Lawson and Parimal S. Bhagat*

**Volume 19 Issues 7-8 July/August 2002**

- 569 Does Language Matter?  
*Tina M. Lowrey*
- 573 "Where There Is a Will . . . ": Motivation as a Moderator of Language Processing by Bilingual Consumers  
*David Luna and Laura A. Peracchio*
- 595 Surface-Structure Transformations and Advertising Slogans: The Case for Moderate Syntactic Complexity  
*Samuel D. Bradley and Robert Meeds*
- 621 Recall and Recognition of Brand Names: A Comparison of Word and Nonword Name Types  
*Dawn Lerman and Ellen Garbarino*
- 641 Similarity of Drug Names: Comparison of Objective and Subjective Measures  
*Bruce L. Lambert, Don Donderi, and John W. Senders*
- 663 Effects of Typographic Factors in Advertising-Based Persuasion: A General Model and Initial Empirical Tests  
*Michael S. McCarthy and David L. Mothersbaugh*

- 693 Language and Advertising Effectiveness: Mediating Influences of Comprehension and Cognitive Elaboration  
*Robert S. Wyer, Jr.*

**Volume 19 Issue 9 September 2002**

- 713 A Situational Analysis on How Salespeople Experience and Cope with Shame and Embarrassment  
*Willem Verbeke and Richard P. Bagozzi*
- 743 The Influence of Salesperson Skill, Motivation, and Training on the Practice of Customer-Oriented Selling  
*Charles E. Pettijohn, Linda S. Pettijohn, and A. J. Taylor*
- 759 Toward Understanding the Young Consumer's Brand Associations and Ethnocentrism in the Lion's Port  
*Aron O'Cass and Kenny Lim*
- 777 Do Money-Earning Time and Money-Exchanging Route Matter?  
*Shu Li*
- 783 Book Review  
*Mark Slama*

**Volume 19 Issue 10 October 2002**

- 789 Guest Editorial: Scandinavian Experiences  
*Pirjo Laaksonen, Harri T. Luomala, and Martti Laaksonen*
- 793 The Body Consumed: Reflexivity and Cosmetic Surgery  
*Søren Askegaard, Martine Cardel Gertsen, and Roy Langer*
- 813 An Empirical Analysis of the Practices and Therapeutic Power of Mood-Alleviative Consumption in Finland  
*Harri T. Luomala*
- 837 Impact of Customer Preconsumption Mood on the Evaluation of Employee Behavior in Service Encounters  
*Veronica Liljander and Jan Mattsson*
- 861 Customer Familiarity and Its Effects on Satisfaction and Behavioral Intentions  
*Magnus Söderlund*
- 881 Direct Experience and the Strength of the Personal Norm-Behavior Relationship  
*John Thøgersen*

**Volume 19 Issue 11 November 2002**

- 895 The Influence of Music Tempo and Musical Preference on Restaurant Patrons' Behavior  
*Clare Caldwell and Sally A. Hibbert*
- 919 How to Give and Receive: An Exploratory Study of Charitable Hybrids  
*Michael K. Brady, Charles H. Noble, Deborah J. Utter, and Gerald E. Smith*
- 945 A Comparison of Three Models to Explain Shop-Bot Use on the Web  
*Lance Gentry and Roger Calantone*
- 957 New Product Decision Making: How Chance and Size of Loss Influence What Marketing Managers See and Do  
*David Forlani, John W. Mullins, and Orville C. Walker, Jr.*

**Volume 19 Issue 12 December 2002**

- 983 Editorial: Broadening the Boundaries of Marketing: Political Marketing in the New Millenium  
*Bruce I. Newman*
- 987 Political Lobbying Commentary  
*Phil Harris*
- 993 Trusting Souls: A Segmentation of the Voting Public  
*Leon G. Schiffman, Elaine Sherman, and Nicole Kirpalani*
- 1009 Elections and Public Polling: Will the Media Get Online Polling Right?  
*Dennis W. Johnson*
- 1025 A Micromodel of Voter Choice: Understanding the Dynamics of Australian Voter Characteristics in a Federal Election  
*Aron O'Cass*
- 1047 Motives, Perceptions and Voting Intention of Voters in the 2000 U.S. Presidential Election  
*Joseph Ben-Ur and Bruce I. Newman*
- 1067 Public Symbols: Analysis of the Florida Recount Case  
*Michael Murray*
- 1079 Toward an Ethical Framework for Political Marketing  
*Nicholas O'Shaughnessy*
- 1095 Author Index to Volume 19

I Volume Contents